# AI Never Thought a Small Supplement Shop in Melbourne Could Reach Customers Around the World

A few years ago, if someone had told me our little supplement shop in Melbourne would one day be shipping products to customers across Europe, Asia, and the Middle East, I would've laughed.

I'm **Michael Carter**, founder of **PureLife Nutrition**, a family-run business on Collins Street in Melbourne, Australia. We produce grass-fed whey protein, marine collagen peptides, fish oil, and vitamin D3 supplements. For years, almost every customer came from within Australia. We had great products, loyal customers, and a stable business—but growth had completely stalled.

Every now and then, someone from overseas would send us an inquiry. Instead of feeling excited, I'd feel nervous. Explaining ingredients, shipping terms, and wholesale pricing in English wasn't easy for me. I still remember asking my daughter to help me reply to emails after she got home from university. She'd always laugh and say, *"Dad, you're trying to build a global business, but I'm still answering your emails."*

One inquiry from a distributor in Dubai still sticks with me. We exchanged emails for almost a week, and I honestly thought we were about to close our biggest wholesale order. Then they asked one last question. I spent too much time trying to write the perfect reply, and by the time I sent it, they'd already chosen another supplier. That was the moment I realized I wasn't losing customers because of my products—I was losing them because I couldn't keep up.

A few months later, another business owner introduced me to **StrongBody.ai**. He told me to create a Profile Shop and let people discover my business instead of constantly chasing customers. I wasn't expecting much, but I spent an entire weekend building our shop, uploading product photos, improving descriptions, and sharing the story behind our family business.

The first month was quiet. No orders. Hardly any inquiries. Every morning I'd check the dashboard with a cup of coffee, hoping to see something new. Most days there was nothing.

Still, I kept improving the shop.

About three months later, we received our first inquiry from Norway. Then came a distributor in Singapore, followed by buyers from Canada, the UK, and several countries in the Middle East. Nothing happened overnight. It was simply one customer becoming two, then five, then twenty. Some came back with repeat orders, while others introduced us to new business partners.

Today, more than **65% of our revenue comes from international customers**, and there have been months where we've generated **over USD 100,000 in sales**. We're still the same small family business in Melbourne, making the same products with the same care. The only difference is that people around the world can finally find us.

Looking back, I don't think StrongBody.ai made our business successful. It simply gave a small company like ours the opportunity to be seen. Everything that happened after that came from years of hard work, consistency, and earning our customers' trust.